

MSU BUSINESS TOPICS

INDEX TO VOLUME 27, NUMBERS 1 THROUGH 4: 1979 AUTHORS AND ARTICLES (*Number — Page*)

ANDERSON, RONALD D. (coauthor), Transportation Regulation: Views of Participants	2	24	FOX, HAROLD W., Advisory Board: Resource for Closely Held Companies	3	25
ARMITAGE, HOWARD M. (coauthor), An Information System for Effective Channel Management	4	13	GILDEA, ROBERT L. (coauthor), A Place for Public Relations in the Marketing Mix	4	53
ARNDT, JOHAN, The Market Is Dying: Long Live Marketing!	1	5	GOODRICH, JONATHAN N. (coauthor), A Place for Public Relations in the Marketing Mix	4	53
BOHLANDER, GEORGE W., Implementing Quality-of-Work Programs: Recognizing the Barriers	2	33	HARVEY, BARRON H. (coauthor), Flexitime: An Empirical Analysis of Its Real Meaning and Impact	3	31
BOLDIN, ROBERT J. (coauthor), Capital Formation: Expansion through Integration of Corporate and Personal Income Taxes	3	58	HOLLANDER, STANLEY C., Is There a Generic Demand for Services?	2	41
BROOKS, EARL (coauthor), The Role of Top Management in Negotiations	3	16	HUTCHINSON, PETER M., Gasoline Retail Divestiture: Consumer Interest Legislation?	2	47
BROOKS, JEB (coauthor), The Role of Top Management in Negotiations	3	16	JERMAN, ROGER E. (coauthor), Transportation Regulation: Views of Participants	2	24
CASELL, FRANK H., The Increasing Complexity of Retirement Decisions	1	15	KEARNEY, WILLIAM J., Pay for Performance? Not Always	2	5
CAVANAUGH, KEVIN (coauthor), A Place for Public Relations in the Marketing Mix	4	53	KEIM, GERALD (coauthor), Limited Liability: Is It Essential to the Corporate Form?	4	45
CONSTANTIN, JAMES A. (coauthor), Transportation Regulation: Views of Participants	2	24	LACZNIAK, GENE R. (coauthor), Dimensions of Future Marketing	4	33

LAMBERT, DOUGLAS M. (coauthor), An Information System for Effective Channel Management	4	13	SAMUELS, WARREN J. (coauthor), Corporate and Public Responsibility in Environmental Policy: A Case Study	4	23
LAMBERT, DOUGLAS M. (coauthor), Organizing and Implementing the Corporate Energy Plan	3	5	SAWYER, GEORGE, The Use of Strategic Models in Setting Goals	3	37
LAZER, WILLIAM (coauthor), Japanese Distribution Channels: Invisible Barriers to Market Entry	1	49	SCHWARTZ, GEORGE, The Successful Fight against a Federal Consumer Protection Agency	3	45
LUTHANS, FRED (coauthor), Flexitime: An Empirical Analysis of Its Real Meaning and Impact	3	31	SHIMAGUCHI, MITSUAKI (coauthor), Japanese Distribution Channels: Invisible Barriers to Market Entry	1	49
MARX, THOMAS G., Technological Change and the Structure of the Machine Tool Industry	1	41	STOCK, JAMES R. (coauthor), Organizing and Implementing the Corporate Energy Plan	3	5
MEINERS, ROGER (coauthor), Limited Liability: Is It Essential to the Corporate Form?	4	45	SWANSON, ROBERT D., Inexpensive Tax Shelters	2	57
METZGER, MICHAEL B. (coauthor), The New Commercial Speech Doctrine	2	17	TIBBITS, G. E., Small Business Management: A Normative Approach	4	5
PANTALONE, COLEEN C. (coauthor), Capital Formation: Expansion through Integration of Corporate and Personal Income Taxes	3	58	TSAKLANGANOS, ANGELOS A., Sense and Nonsense in Financial Reporting by Nonprofit Organizations	1	25
ROBERTS, BARRY S. (coauthor), The New Commercial Speech Doctrine	2	17	UDELL, JON G. (coauthor), Dimensions of Future Marketing	4	33
RUSSELL, JAMES S. (coauthor), Corporate and Public Responsibility in Environmental Policy: A Case Study	4	23	YANDLE, BRUCE, Mortgage Usury Laws: Placebo or Paralysis?	1	35

CLASSIFIED LIST OF ARTICLES IN VOLUME 27

(Number — Page)

Accounting and Finance

Sense and Nonsense in Financial Reporting by Nonprofit Organizations, by Angelos A. Tsaklanganos	1	25
--	---	----

Advertising

The New Commercial Speech Doctrine, by Michael B. Metzger and Barry S. Roberts	2	17
--	---	----

Consumerism

Gasoline Retail Divestiture: Consumer Interest Legislation? by Peter M. Hutchinson	2	47
Is There a Generic Demand for Services? by Stanley C. Hollander	2	41
Mortgage Usury Laws: Placebo or Paralysis? by Bruce Yandle	1	35

- The Successful Fight against a Federal Consumer Protection Agency, by George Schwartz 3 45

Corporation and Society

- Capital Formation: Expansion through Integration of Corporate and Personal Income Taxes, by Robert J. Boldin and Coleen C. Pantalone 3 58
- Corporate and Public Responsibility in Environmental Policy: A Case Study, by James S. Russell and Warren J. Samuels 4 23
- Gasoline Retail Divestiture: Consumer Interest Legislation? by Peter M. Hutchinson 2 47
- Limited Liability: Is It Essential to the Corporate Form? by Gerald Keim and Roger Meiners 4 45
- Organizing and Implementing the Corporate Energy Plan, by Douglas M. Lambert and James R. Stock 3 5
- The Successful Fight against a Federal Consumer Protection Agency, by George Schwartz 3 45
- Transportation Regulation: Views of Participants, by Roger E. Jerman, Ronald D. Anderson, and James A. Constantin 2 24

Economics

- Capital Formation: Expansion through Integration of Corporate and Personal Income Taxes, by Robert J. Boldin and Coleen C. Pantalone 3 58
- Gasoline Retail Divestiture: Consumer Interest Legislation? by Peter M. Hutchinson 2 47
- Mortgage Usury Laws: Placebo or Paralysis? by Bruce Yandle 1 35

- Technological Change and the Structure of the Machine Tool Industry, by Thomas G. Marx 1 41

Energy

- Organizing and Implementing the Corporate Energy Plan, by Douglas M. Lambert and James R. Stock 3 5

Government and Business

- Capital Formation: Expansion through Integration of Corporate and Personal Income Taxes, by Robert J. Boldin and Coleen C. Pantalone 3 58
- Corporate and Public Responsibility in Environmental Policy: A Case Study, by James S. Russell and Warren J. Samuels 4 23
- Gasoline Retail Divestiture: Consumer Interest Legislation? by Peter M. Hutchinson 2 47
- Mortgage Usury Laws: Placebo or Paralysis? by Bruce Yandle 1 35
- The New Commercial Speech Doctrine, by Michael B. Metzger and Barry S. Roberts 2 17
- Organizing and Implementing the Corporate Energy Plan, by Douglas M. Lambert and James R. Stock 3 5
- The Successful Fight against a Federal Consumer Protection Agency, by George Schwartz 3 45
- Transportation Regulation: Views of Participants, by Roger E. Jerman, Ronald D. Anderson, and James A. Constantin 2 24

Human Relations

- Flexitime: An Empirical Analysis of Its Real Meaning and Impact, by Fred Luthans and Barron H. Harvey 3 31

Implementing Quality-of-Work Programs: Recognizing the Barriers, by George W. Bohlander	2	33	The Role of Top Management in Negotiations, by Jeb Brooks and Earl Brooks	3	16
The Increasing Complexity of Retirement Decisions, by Frank H. Cassell	1	15	Small Business Management: A Normative Approach, by G. E. Tibbits ..	4	5
Pay for Performance? Not Always, by William J. Kearney	2	5	Technological Change and the Structure of the Machine Tool Industry, by Thomas G. Marx	1	41
<i>International Business</i>			The Use of Strategic Models in Setting Goals, by George Sawyer		
Japanese Distribution Channels: Invisible Barriers to Market Entry, by Mitsuaki Shimaguchi and William Lazer	1	49	<i>Marketing</i>		
The Market Is Dying: Long Live Marketing! by Johan Arndt	1	5	Dimensions of Future Marketing, by Gene R. Laczniak and Jon G. Udell ..	4	33
<i>Labor and Industrial Relations</i>			Gasoline Retail Divestiture: Consumer Interest Legislation? by Peter M. Hutchinson	2	47
Flexitime: An Empirical Analysis of Its Real Meaning and Impact, by Fred Luthans and Barron H. Harvey ..	3	31	An Information System for Effective Channel Management, by Douglas M. Lambert and Howard M. Armitage	4	13
Implementing Quality-of-Work Programs: Recognizing the Barriers, by George W. Bohlander	2	33	Is There a Generic Demand for Services? by Stanley C. Hollander	2	41
Pay for Performance? Not Always, by William J. Kearney	2	5	Japanese Distribution Channels: Invisible Barriers to Market Entry, by Mitsuaki Shimaguchi and William Lazer	1	49
The Role of Top Management in Negotiations, by Jeb Brooks and Earl Brooks	3	16	The Market Is Dying: Long Live Marketing! by Johan Arndt	1	5
Technological Change and the Structure of the Machine Tool Industry, by Thomas G. Marx	1	41	A Place for Public Relations in the Marketing Mix, by Jonathan N. Goodrich, Robert L. Gildea, and Kevin Cavanaugh	4	53
<i>Management</i>			<i>Organization</i>		
Advisory Board: Resource for Closely Held Companies, by Harold W. Fox ..	3	25	Advisory Board: Resource for Closely Held Companies, by Harold W. Fox	3	25
Implementing Quality-of-Work Programs: Recognizing the Barriers, by George W. Bohlander	2	33			
Pay for Performance? Not Always, by William J. Kearney	2	5			

Personnel

- Flexitime: An Empirical Analysis of
Its Real Meaning and Impact, by
Fred Luthans and Barron H.
Harvey 3 31
- Implementing Quality-of-Work Pro-
grams: Recognizing the Barriers, by
George W. Bohlander 2 33
- The Increasing Complexity of Retire-
ment Decisions, by Frank H.
Cassell 1 15

Pay for Performance? Not Always, by

- William J. Kearney 2 5

Tax Issues

- Capital Formation: Expansion
through Integration of Corporate
and Personal Income Taxes, by Rob-
ert J. Boldin and Coleen C.
Pantalone 3 58
- Inexpensive Tax Shelters, by Robert
D. Swanson 2 57